

**5th European Conference on
Sustainable Urban Mobility Plans**
14-15 MAY 2018 | NICOSIA, CYPRUS



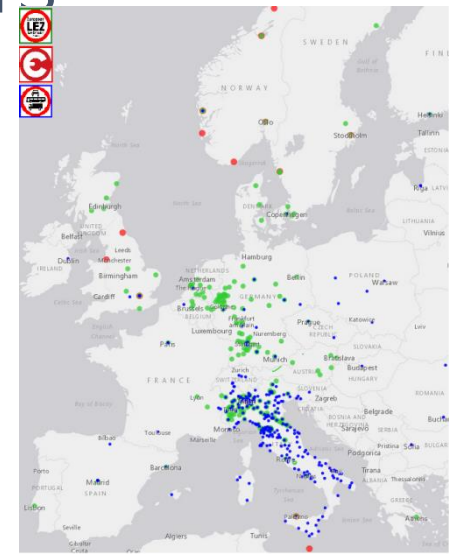
**Selecting the right UVAR & accompanying measures
for success & how to measure it**

Lucy Sadler

Sadler Consultants & www.urbanaccessregulations.eu

www.urbanaccessregulations.eu

- EU Harmonised Public Info Dissemination Portal
 - Your city's info to vehicle operators (FoM)
 - >560 & Growing
 - We find info – nice if came to us! alert@urbanaccessregulations.eu
- Public Authority Support Platform
 - Members website, ARS newsletters, Working groups (eg EETS Directive), Advice Line....
 - Sign up: www.urbanaccessregulations.eu/public-authorities
 - Basic Membership Free
 - Members Plus helps you more & → funding



No one solution

Varies by:

- The nature & size of problem
 - Aim, Transport types, Fleet composition....
- Culture, consensus
- Legal options
- Economic situation
- Political support

Appropriate, Proportionate & Effective for your city



Where are you going?

- What is the final aim?
 - Congestion, Air Quality, Noise, Urban Quality, Amenity Space, Car free, Climate Change, EU White Paper Targets.....
- What are the options?
 - Do I need an ARS?
 - ARS often makes largest single impact
- Existing schemes to expand
 - Permit schemes, delivery restrictions, enforcement cameras...
- What's around you?
 - National Framework, similar schemes nearby / EU

	Traffic	Cong.	Socio-Economic	AQ	Climate
Measure 1	-20%	-25%	-	-10%	-30%
Measure 2	-5%	-4%	- -	-2%	-3%
Measure 3	0%	-0.5%	+ +	-0.1%	+0.1%
Measure 4	?	?	?	?	?
.....					



Increasing aims & options

- Traffic limited zone (LTZ)
 - Congestion charge, toll, payment
 - Low Emission Zones (LEZ)
 - Zero Emission Zones (ZEZs) no emissions / no vehicles
 - Permits (residents, delivery, lorry...)
 - Specific vehicle restrictions (eg lorry thro' ban, coach regulation)
 - Combined, eg charge & LEZ, LTZ & LEZ...
 - Parking (emissions-related)
 - Removing road space / parking
- **Increase types only where necessary !**
 - **Work with other national / regional / EU egs**

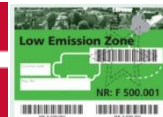
Enforcement

- Factors
 - Scheme type, scheme size, finances....
 - Legal, political, cultural....

- Options

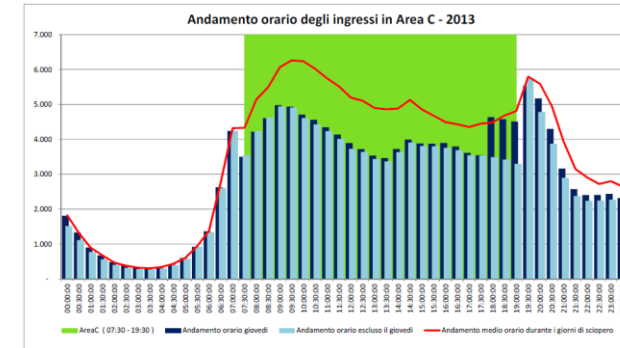
Enforcement type	Install	Run	Driver	Comply
Camera	€€€	€	€	***
Manual & Stickers	€	€€€	€€	*
Transponder	€€€	€	€€€	***
Manual Payment	€	€€€	€	****

- Foreign vehicle enforcement
- ARS Sticker Countries: DE, FR, ES, (AT, DK lorries only)

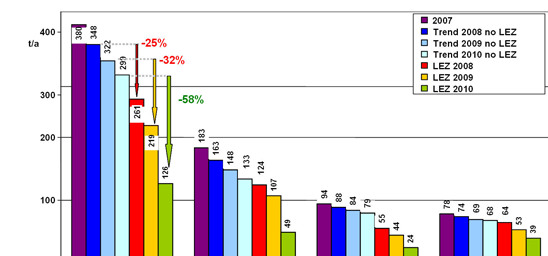


Assessments: Approach carefully

- 'Simple' questions can be tricky!
- Before & After (compared do nothing)
- Design / add monitoring at early (pre) stage
- Accounting for other factors
- Methods include
 - Vehicle types /flows /numbers /speeds /ages /emissions standards...
 - Modelling, source apportionment
 - Comparable sites
 - Comparing trends, ratios of change
 - Questionnaires.....
- Qualitative & Quantitative
- Proportional & appropriate to scheme



Reduction of diesel particle emission*



* based on the vehicle fleet of Frankfurt-Allee

Associated measures

- Whole SUMP!
- Consultation, Info Dissemination, Awareness of Problems
- Mitigate –ve impacts where poss & appropriate
 - Affects cars: ↑sustainable transport, shift worker exemptions, P&R...
 - Affects lorries: Logistic centres, alternative delivery options.....
 - Raises €: Use for Sustainable Mobility
 - Diversionary routes likely: aim to ↓ impact
 - Lead by Example
 - LEZs: retrofits (UNECE), Hardship exemptions
 - Phasing, Timing
- € incentives: popular – if affordable / possible
 - Cheaper travel pass, e- incentives, grants, tax incentives...
 - € on improving / reduce cost public transport : Communication
 - Polluter Pays Principle
- Exemptions: ↑ Exemptions ↓ Impact





What makes success: Be Prepared

- Well designed Scheme
- Good Communication: Do your PR!
- Stakeholder Involvement
 - Car drivers, deliverers, hotels, neighbouring towns, public transport users, NGOs, Community Groups, Medical Profession, City, Regional, National Authorities..
 - Balancing different views
- Sufficient Budget
- Political Backing & Champions



Measuring Success

- Metric Choice
 - ↓ Vehicles, congestion, trip time...
 - ↑ *People, Goods, sustainable transport use*
 - ↓ Traffic / Noise / AQ / Emissions / CO₂
 - ↑ Cleaner vehicles registered
 - ↑ Acceptability, Quality of life, city ,feeling'
 - Little funds raised
 - Good enforcement = no penalties sent ✓
 - Business impact
 - Often less observed than claimed previously
- Metrics might change / be added



If not successful, analyse why

- No enforcement = no impact
 - ↑ Exemptions ↓ Impact
 - Too few alternative transport options
 - Bad pollution years
 - Other factors (eg new developments, tax regimes...)
 - Unexpected side effects
 - Culture, mindset
 - Standard too weak...
-
- Re-assess & Modify
 - Phases

10 minutes is not long....

- CLARS website, public info, data services
 - urbanaccessregulations.eu
- Public Authority Support
 - www.urbanaccessregulations.eu/public-authorities
- CIVITAS ARS e-Course
 - <https://civitas-learningcentre.talentlms.com/catalog/info/id:154>
- DG MOVE Guidelines
 - https://ec.europa.eu/transport/themes/urban/studies_en
- DG ENV voluntary guidance
 - www.urbanaccessregulations.eu/public-authorities



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Thank you!

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